DOCUMENT RESUME

ED 060 439 AC 012 457

AUTHOR Zelmer, Amy Elliott
TITLE Feasibility Study on the Use of Television for Public Health Recruitment.
SPONS AGENCY Canadian Dept. of National Health and Welfare, Ottawa (Ontario).
PUB DATE Sep 70
NOTE 19p.

EDRS PRICE MF-$0.65 HC-$3.29
DESCRIPTORS *Career Opportunities; Feasibility Studies; *Health Personnel; *Mass Media; *Recruitment; Television; *Vocational Development; White Collar Occupations
IDENTIFIERS *Canada

ABSTRACT

The feasibility of using television as a means of recruiting public health personnel was studied. Professional journals, reports, and personal letters or interviews were used to obtain information on the experiences of health agencies and other professional groups with the use of television for recruitment. Recommendations resulting from the study are: (1) The Canadian Public Health Association (CPHA) should undertake a program of recruitment through the mass media, and this program should be directed particularly towards those who are making career decisions (for the first or second time); (2) This mass media program should be planned for distribution through both French- and English-language media; (3) This program should have coverage across Canada; (4) Any use of television for recruitment proposed by the CPHA should be planned as part of a total program using more personal approaches; and (5) That a research study of the effectiveness of television for this purpose should be a part of any television program undertaken by the CPHA. The possibilities of making some use of the radio should also be considered. The CPHS is advised to produce films concerning public health careers for use on television; to sponsor workshops for health personnel; to produce and distribute spots for television; and to set up a follow-up and evaluation program. A two-year budget is provided, as are references and three health career films. (DB)

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

ED 060439

FEASIBILITY STUDY

ON THE USE OF TELEVISION

FOR PUBLIC HEALTH RECRUITMENT

Prepared for
The Canadian Public Health Association

by
Amy Elliott Zelmer B.Sc.N., M.P.H.

Principal Investigator
Dr. E.S.O. Smith

September, 1970

AC 012 457

This project was supported by

a National Health Grant

made by the Department of National Health and Welfare.

BACKGROUND:

In May, 1969 the Committee on Recruitment of Public Health Personnel of the Canadian Public Health Association presented a report which included a recommendation, "That every public health agency give top priority to education of the public about the philosophy of public health, the major problems in public health and the methods being used to combat these problems."

As one means of implementing this recommendation, the C.P.H.A. made application for a National Health Grant in order to undertake a study of the feasibility of using television as a means of recruiting public health personnel. This report is the result of that study.

This study attempted to gather information on experience with the use of television for recruitment by health agencies and other professional groups; professional journals, reports and personal letters or interviews were used to obtain this information. In addition several persons familiar with the range of possibilities open in Canadian television were contacted for information and opinions. Reference has also been made to experience in Britain and the U.S.A. where this seemed relevant.

THE NEED:

The report of the Committee on Recruitment of Public Health Personnel identifies three main groups who should be looked to as prime sources of recruitment:

(a) young people at the high school and undergraduate levels before they are committed to a career,

(b) women with previous public health service who have been inactive in their professions for some years,

(c) those who have completed their basic professional education (nursing, medicine, etc.) but who have not had public health training.

This latter group is relatively small in number and might be more effectively recruited through other channels; e.g., professional journals or personal contact. The first two groups are potentially much larger, spread throughout the community and cannot be readily reached, except through mass media. A fourth significant group, those men and women in their "middle years" who still have 20-30 years of active work ahead of them and who are seeking more challenging kinds of work, might also be considered as candidates for a mass media approach.

Because Canada is a bilingual country and because there is a need for both French- and English-speaking personnel, any recruitment campaign will need to be carried out in both languages.

Although the majority of the population is centered in a few areas, the diversity of public health positions would seem to indicate that

people should be recruited from as wide a geographic range as possible, with particular attention being given to areas into which it is particularly difficult to attract people.

IT IS THEREFORE RECOMMENDED THAT:

1. THE CANADIAN PUBLIC HEALTH ASSOCIATION SHOULD UNDERTAKE A PROGRAM OF RECRUITMENT THROUGH THE MASS MEDIA, AND THAT THIS PROGRAM SHOULD BE PARTICULARLY DIRECTED TOWARDS THOSE WHO ARE MAKING CAREER DECISIONS (FOR THE FIRST OR SECOND TIME).
2. THIS MASS MEDIA PROGRAM SHOULD BE PLANNED FOR DISTRIBUTION THROUGH BOTH FRENCH- AND ENGLISH-LANGUAGE MEDIA.
3. THIS PROGRAM SHOULD HAVE COVERAGE ACROSS CANADA.

A secondary objective of such a mass media program might be to acquaint an even larger number of Canadians with the health services (particularly the preventive health services) available to them. The mass media program should be organized in such a way that it demonstrates both the career opportunities available and the range of services available to the public.

USE OF TELEVISION:

In recent years television has been the "glamour" media. Now that the novelty has worn off it is beginning to be possible to determine the tasks for which television is best suited. There has been little research into the effect of television in the areas with which this study is particularly concerned. Any program initiated by C.P.H.A. should have a definite evaluation component built into the program at all stages. This would not only provide information which will be of help to the C.P.H.A. in planning future recruitment programs, but may be helpful to other health agencies contemplating the use of television.

An individual's decision to undertake a particular career essentially follows the same process as his adoption of any other new idea or innovation. This process of adoption can be divided into five stages (awareness, interest, evaluation, trial and adoption), and it has been found that, "impersonal information sources are most important at the awareness stage, and personal sources are most important at the evaluation stage in the adoption process". (Rogers, 1962, p. 99).

From this it seems clear that mass media (television) has an important part to play in the early stages of any program of recruitment, but that it must be supplemented by a more personal approach in the later stages if the individual is to carry through all the stages to career commitment.

IT IS THEREFORE RECOMMENDED THAT:

4. ANY USE OF TELEVISION FOR RECRUITMENT PURPOSES BY THE C.P.H.A. BE PLANNED AS PART OF A TOTAL PROGRAM ALSO USING MORE PERSONAL APPROACHES

5. THAT A RESEARCH STUDY OF THE EFFECTIVENESS OF TELEVISION FOR THIS PURPOSE SHOULD BE A PART OF ANY TELEVISION PROGRAM UNDERTAKEN BY THE C.P.H.A.

THE POSSIBILITIES:

Television facilities are available across Canada, primarily through the stations and low-power relay transmitters operated by the CBC and CTV networks and some private stations. In addition there are some limited possibilities of relaying information by television through educational television stations, cable television outlets and closed circuit systems serving schools and other institutions.

In general, television stations are interested only in high quality programs which will help them attract and hold audiences. Audiences are becoming more sophisticated, and programs which would have been acceptable a few years ago might now be rejected by station and viewers alike.

Because of requirements regarding "Canadian content" and an obligation to use some air time to provide programming of a "public service" nature, stations and/or networks may be quite receptive to suggestions and opportunities for joint programming. It must, however, also be recognized that the station's primary goal is to develop "good" programming (in its terms). This might lead to difficulties in such areas as scheduling of air time, deadlines and cost.

There are several different formats in common use for television programming--dramatic shows, newsmagazine programs, documentaries, youth programs, interview or panel discussion shows, news commentary, etc. Each of these has advantages and disadvantages with regards to cost, the amount of time required to produce the program (and therefore its topical interest),

the production control which could be exercised by C.P.H.A., the type of audience which would be intially attracted to the program and the impact which it would have on the viewer.

The way in which the program is "packaged", e.g. live programming, videotape or film, also affects the possibilities for its repeated use in future. In some situations this might also be affected by the conditions of union contracts for those involved with production of the program. The possibilities of re-using programs at a later date, as either repeat programs on television or as separate films, should not be overlooked when considering the cost of production.

Similarly, one should not overlook the possibilities of making some use of radio--a somewhat neglected medium these days, although it has a wide listening audience among the teens and women.

GENERAL RECOMMENDATIONS:

IT IS RECOMMENDED THAT THE CANADIAN PUBLIC HEALTH ASSOCIATION UNDERTAKE A FOUR-PART PROGRAM OF RECRUITMENT AND GENERAL HEALTH EDUCATION BASED UPON THE USE OF TELEVISION. For greatest impact, all four parts should be implemented as a co-ordinated package.

A. THE CANADIAN PUBLIC HEALTH ASSOCIATION SHOULD UNDERTAKE TO PRODUCE A SERIES OF SIX 13½ MINUTE, 16 MM., SOUND FILMS SUITABLE FOR USE ON TELEVISION, EACH FILM TO DEAL WITH ONE OR TWO PUBLIC HEALTH CAREERS. These films should not be "hard-sell recruitment" as such, but should concentrate on showing real people at work, engaged in a variety of interesting, worthwhile tasks. The sound track should be based on a voice-over interview with the person(s) shown, so that it may readily be translated and produced in both French and English. A deliberate effort should be made to produce each film in a different region of Canada, both to illustrate the range of opportunities available, and so that there will be a wide committment on the part of health agencies to the production, use and follow-up of these films.

The films should be distributed on a dual basis:

(1) Initially to television outlets on a regional or local basis (for use on afternoon, youth and/or public affairs programming). The offer of the film should be supplemented by the names of people in the area who might be contacted for more information (e.g., possible interview after the film is shown).

(2) A limited number of copies should be deposited with provincial

departments of health and other selected agencies. Additional prints should be made available to school libraries, health agencies, etc. at the cost of duplication.

B. THE CANADIAN PUBLIC HEALTH ASSOCIATION SHOULD SPONSOR A SERIES OF REGIONAL WORKSHOPS FOR PUBLIC HEALTH PERSONNEL ON WORKING WITH RADIO AND TELEVISION. These workshops would be designed to make them aware of local opportunities and give them some familiarization with studio requirements so that they will be "attractive" to local stations for guest interviews, etc.

C. THE CANADIAN PUBLIC HEALTH ASSOCIATION SHOULD ARRANGE FOR THE PRODUCTION AND DISTRIBUTION OF A SERIES OF 30-SECOND, COLOUR SPOTS TO BE MADE AVAILABLE TO ALL COMMERCIAL AND EDUCATIONAL TELEVISION STATIONS ON A "PUBLIC SERVICE" BASIS. Production and distribution should be turned over to a qualified advertising agency. Plans should be made to produce several spots the first year and to supplement this material with new spots in future years. While the main distribution would be on a public service basis, some consideration should also be given to the purchase of a minimal amount of time, both to ensure greater exposure of the spots and to facilitate gaining the good will of stations.

D. THE CANADIAN PUBLIC HEALTH ASSOCIATION SHOULD SET UP A FOLLOW-UP AND EVALUATION PROGRAM TO SUPPORT THIS ACTIVITY. All films and spot announcements should end with the message, "For further information contact The Canadian Public Health Association, P.O. Box ---, or your local health unit." Arrangements should be made to: (1) provide local

health units with printed brochures which can be used to answer general inquiries about careers in public health, and (2) secure the co-operation of local health units (through provincial health departments or provincial branches of C.P.H.A.) to answer both direct inquiries and those forwarded from the central box number. It is hoped that this will provide a simple means of stimulating initial inquiries and monitoring the results of the program for research purposes, as well as instituting a channel for more personal contact for the individual at later stages of his decision process. More sophisticated programs of research into attitude change, information gain, etc., might also be undertaken; the above plan should be considered as only a minimal requirement.

BUDGET:

The following budget is a tentative outline of the requirements if the recommendations made earlier in this report are to be carried out. Although it is strongly recommended that all four aspects of the program should be implemented in a co-ordinated package, it should be possible to spread these budget requirements over two fiscal years, depending upon when the various production aspects are undertaken.

A. Production costs for six 13½ min. black and white 16 mm. films (including consultation and production of French and English versions of each).....	69,000.00
If films are to be in colour add to production costs ...	24,000.00
20 prints (for television use and free distribution) ...	21,000.00
(if films are colour add to print cost).....	9,000.00
(Note additional prints to be made available to purchasers at cost; no extra charge to this project).	
Total cost of Recommendation A	$90,000.00 to $123,000.00 over two years
B. Five regional workshops (2 or 3 days each) on the use of radio and television for public health personnel, including equipment rental, travel for staff and honoraria. (Does not include cost of transportation and living expenses for other than the instructional staff).....	$15,000.00
C. Production and distribution costs for a series of six 30-sec., colour, SOF spots, including agency fee.....	$60,000.00 to $100,000.00 for first year only
D. Back-up services for additional information and research, (half-time secretary, printing of brochure, postage, etc.).....	$30,000.00 per year for two years

It should be noted that:

1. The funds required to implement recommendation A will probably need to be spread over two fiscal years to cover the production time required. This will, however, be a non-recurring cost.
2. The funds required to implement recommendation B will be a one-time non-recurring cost. This part of the project should be implemented during the first year of the project.
3. The funds required to implement recommendation C are a first-year estimate only. A smaller amount would be required to continue the distribution in the second year. (Amount to be determined in consultation with the agency). This two-year experience would provide an adequate basis for determining the nature of any continuing committment the C.P.H.A. might choose to make in this field.
4. The figure for recommendation D anticipates major costs of printing etc., will be covered by the first year's operation, even though the actual follow-up operation will not be required until the spots and films have been put into circulation. This follow-up operation should be continued through the second year's operation, and, for best results, well into the third (when response to the program may still be expected to come in.) A more definite budget for the second and third years can be developed on the basis of the first year's experience.
5. It is almost impossible to develop an expected cost/benefit analysis on the basis of the present lack of information about response to health career recruitment programs. It is suggested that a careful study be made of responses to this proposed program (inquiries, follow-up responses, career decisions, etc.) as a basis for evaluation of the program.

ACKNOWLEDGEMENTS:

The help of the many individuals and organizations who provided information through correspondence or interview and otherwise assisted with the production of this study is gratefully acknowledged.

MEETA, Edmonton

Canadian Association for Adult Education, Toronto

Educational Media Division, University of Alberta, Edmonton

Mr. Joe King, Allied Jewish Community Services, Montreal

Mr. Des McCalmont, Berkeley Studios, Toronto

International Communications Institute, Calgary

Town Talk Project, Thunder Bay

Mrs. Elaine Hazen, CHSJ-TV, St. John

Community Workshop, Oklahoma County Libraries, Oklahoma

Commercial Division, National Film Board of Canada, Montreal

Division of Careers and Recruitment, American Hospital Association, Chicago

Ontario Secondary School Teachers' Federation, Toronto

Bureau of Health Information, Baltimore City Health Dept., Baltimore

Nursing Recruitment Program, Alberta Dept. of Public Health, Edmonton

REFERENCES:

While there are almost no reports of the use of television in the recruitment of public health personnel, the following reports of the use of radio and television in general health education may be of interest to those concerned with this question.

Adams, Mary, "Health Education Through Television", Adult Education NIAE, Vol. 41, No. 1, (May, 1968), pp. 14-18.

Elliott, Amy M., "Production of Low Budget Television Programs in Alberta", Canadian Journal of Public Health, Vol. 59, No. 1, (Jan., 1968), pp. 42-44.

Firth, Rosemary, "The Cohen Report--Aftermath", Adult Education NIAE, Vol. 41, No. 1, (May, 1968), pp. 19-21.

Gordon, Joseph, "Evaluation of Communications Media in Two Health Projects in Baltimore", Public Health Reports, Vol. 82, No. 7, (July, 1967), pp. 651-655.

Gordon, Joseph, "Health Education via Television", Public Health Reports, Vol. 68, No. 8, (Aug., 1953), pp. 816-821.

Hazen, Elaine, "My Work and Experiences Using Television as a Medium for Teaching Health", Health Education/Education Sanitaire, Vol. 9, No. 2, (March-April, 1970), pp. 1-7.

Livingston, S.M. and E.L. Scott, "The One O'Clock Baby: Health Education by Television", Health Education Journal, Vol. 19, No. 1 (March, 1961), pp. 63-67.

McCloy, James, "Production of Medical Programmes on Television", Health Education Journal, Vol. 19, No. 1, (March, 1961), pp. 68-73.

Moreno, Edward, "Cancion de la Raza--Mexican Americans Join the Media", Educational/Instructional Broadcasting, Sept., 1969, pp. 33-38.

Palko, Michael E., Television and Its Use in Public Health, A Report to the Committee on Health Education, 1955, (mimeo).

Richards, H.M., "An Evaluation of Current Methods of Health Education Within A Health Unit", Canadian Journal of Public Health, Vol. 59, No. 8 (Aug/68), pp. 318-321.

Ross, R.H. and D.J. Smith, "Beat the Food Budget--Television Series and Group Discussions", Health Education/Education Sanitaire, Vol. VII, No. 4, (July-Oct., 1968), pp. 1-7.

Williams, Huntington, "Health Education by Television", The Royal Society of Health Journal, Vol. 82, No. 6, (Nov-Dec., 1962), pp. 315-318.

Other References Consulted:

Belson, William A., The Impact of Television, Methods and Findings in Program Research, Archon Books, 1967.

DeFleur, Melvin L., Theories of Mass Communications, David McKay Company, Inc., 1966.

Final Report and Recommendations of the Committee on Recruitment of Public Health Personnel, Canadian Public Health Association, 1969.

Goerke, Lenon S., "Utilization, Recruitment and Training of Health Manpower", American Journal of Public Health, Vol. 55, No. 10, (Oct., 1965), pp. 1511-1520.

Groombridge, Brian (ed.), Adult Education and Television: A Comparative Study In Canada, Czechoslovakia and Japan, UNESCO, 1966.

Haskins, Jack B., How To Evaluate Mass Communications: The Controlled Field Experiment, New York, Advertising Research Foundation, Inc., 1968.

Johnson, Eugene L., Metroplex Assembly: An Experiment in Community Education, Center for the Study of Liberal Education for Adults, 1965.

Kalman, Rolf, "The $300,000,000 Question", The Performing Arts in Canada, Vol. 5, No. 2, (1967), pp. 4-11.

Knowles, Arthur F., "Canadian Education Television and Adult Education", For The Record, Have You Read..., Vol. 3, No. 7, (April, 1969).

Koening, Allen E. and Ruane B. Hill (eds.), The Farther Vision--Educational Television Today, The University of Wisconsin Press, 1967.

Krugman, Herbert E., "The Impact of Television on Advertising: Learning Without Involvement", Public Opinion Quarterly, Vol. 29, No. 3, (Fall, 1965), pp. 349-356.

Lange, David L., Robert K. Baker and Sandra J. Ball, Mass Media and Violence, Vol. XI of A Report to the National Commission on the Causes and Prevention of Violence, Nov., 1969.

Larsen, Robert, "The Most Dangerous Game", Audiovisual Instruction, May, 1968, pp. 473-476.

Nunnally, J., "The Communication of Mental Health Information: A Comparison of the Opinions of Experts and the Public with Mass Media Presentations", Behavioural Science, 1957, pp. 222-230.

Ohliger, John, The Mass Media in Adult Education: A Review of Recent Literature, Syracuse University, Occasional Paper No. 19, 1968.

Ohliger, John, "What Happened to the Canadian Farm Radio Forum", Adult Education, Vol. 18, No. 3, (1968), pp. 176-187.

Rogers, Everett M., Diffusion of Innovations, The Free Press, 1962.

Rosen, Earl (ed.), Educational Television, Canada, Burns & MacEachern Limited, 1967.

Rubin, Irwin M., "The Reduction of Prejudice Through Mass Media", Adult Education, U.S.A., Vol. 18, No. 1, (Fall, 1967), pp. 43-52.

Schramm, Wilbur (ed.) The Process and Effects of Mass Communication, Urbana, Ill., University of Illinois Press, 1954.

Swinehart, James W., "Voluntary Exposure to Health Communications", American Journal of Public Health, Vol. 58, No. 7, (July, 1968), pp. 1265-1275.

Wilson, Lois, "Town Talk Manual", Continuous Learning, Vol. 8, No. 2, (Mar-Apr., 1969), pp. 55-92.

Young, Marjorie A.C., "Studies Related to Health Manpower", in Health Education Monographs, No. 27, 1968, pp. 55-66.

Young, Marjorie A.C., "Television Studies" in Health Education Monographs, No. 25, 1967, pp. 41-45.

Young, Marjorie A.C. and Carolyn W. Hardy, "Youth Toward Health Careers-- An Evaluation Study", Public Health Reports, Vol. 82, No. 2, (Feb., 1967), p. 107.

APPENDIX A

Television Use of Canadian Health Career Films

Student Nurse

- produced by National Film Board in 1958
- has had 97 Canadian telecasts since then
- in addition to 2,470 screenings as a film (does not include screenings of prints outside of N.F.B. control)

Experienced Hands

- produced by National Film Board in 1965
- has had 34 Canadian telecasts since then
- in addition to 286 screenings as a film (does not include screenings of prints outside of N.F.B. control)

Vigil

- produced by Crawley films for Canadian Nurses Association, 1966
- no figures available on T.V. use or screenings

Health Careers

- produced for the Alberta Health Department in 1968
- this film has been used at least once by every T.V. station in Alberta

Other locally produced films may be used from time to time on television, but there are no statistics available on such use.

ERIC Clearinghouse
APR 18 1972
on Adult Education